



FOR IMMEDIATE RELEASE

First Credit Union Invites Communities to Celebrate International Credit Union Day®

October 16, 2025, marks the 77th annual celebration of International Credit Union Day®, a day recognized around the world to highlight the positive impact of credit unions and the power of cooperation. This year's theme, "Cooperation for a Prosperous World" reflects the unique role credit unions play in strengthening communities and supporting financial well-being.

More than 74,000 credit unions in 104 countries serve over 411 million members worldwide, each guided by cooperative values and a shared commitment to people over profit. Together, credit unions represent a global movement for economic and social change.

At First Credit Union, we're proud to be part of this movement. Since becoming BC's first chartered credit union in 1939, we have been serving our members and neighbours in Courtenay, Cumberland, Powell River, Union Bay, Bowser, and on Bowen, Hornby, and Texada Islands. As a values-driven financial co-operative, our purpose is clear: to build thriving, vibrant communities. We reinvest 10% of our profits locally each year, focusing not only on financial health but also on the social and environmental well-being of the communities we serve.

"International Credit Union Day is a reminder that when people come together with a shared vision, we can create real prosperity, locally and globally," says Linda Bowyer, Chief Executive Officer at First Credit Union. "We are proud to stand with our members and fellow co-operatives to celebrate this legacy and look ahead to the future we're building together."

First Credit Union encourages community members to join in the celebration on October 16 by recognizing the difference that credit unions make, whether through choosing local financial services, supporting community initiatives, or simply sharing the co-operative spirit.

Since 1948, International Credit Union Day® has been organized by the World Council of Credit Unions and celebrated on the third Thursday in October. It remains a time to reflect on the proud history of credit unions and to inspire continued awareness of the co-operative difference.

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About First Credit Union: Established in Powell River in 1939. First Credit Union is a values-based financial cooperative serving the needs of community members in Courtenay, Cumberland, Powell River, Union Bay, Bowser, and on Bowen, Hornby, and Texada Islands. As a financial institution owned by its members, FCU ensures all its activities work to build thriving, vibrant communities. With this responsibility top of mind, FCU focuses on the financial, social and environmental well-being of the members and the communities it serves.

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